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Indiana Office of Tourism launches new food guide, website in time for Super Bowl XLVI

Super 46 Sandwiches highlights local foods; supports Hoosier restaurants

Indianapolis – Everyone loves a good sandwich. Super 46 Sandwiches, a special section of the Indiana Travel Guide commemorating Super Bowl XLVI in Indianapolis, features plenty of mouth-watering ways to experience local restaurants. From Indiana favorites like the Reuben at Shapiro's Delicatessen to a hall of fame of tenderloins, a Hoosier classic, to surprises like the Take You Back PB&J at Hoaglin To Go & Marketplace, there's a sandwich for every appetite.

The Indiana Office of Tourism Development, in partnership with the Indianapolis Super Bowl Host Committee and Indianapolis Monthly, produced the limited edition guide. A mobile-ready website, Super46.com, has also been launched. Super 46 Sandwiches is designed to highlight local restaurants, recommend places to eat to Super Bowl visitors and assist Indianapolis Super Bowl Host Committee efforts to market quality dining options in Indianapolis and across Indiana.

"Indiana will welcome tens of thousands of fans during Super Bowl XLVI," said Amy Vaughan, director, Indiana Office of Tourism Development. "This is a unique opportunity to showcase some of the many local businesses that serve up great food and trademark Hoosier Hospitality while helping to increase visitor spending statewide."

The publishers of Indianapolis Monthly selected the 46 sandwiches. Nine are in downtown Indianapolis, 23 are from the Indianapolis metro area, eight are within a 90-minute drive of Lucas Oil Stadium and six are statewide. The sandwiches are not ranked and represent a diverse mix of options, including several that vegetarians will crave.

To engage Hoosiers and visitors, an online playoff has been created to select a Super 46 Sandwiches champion. Votes cast from now through January 5 will determine the top 16 sandwiches. Roughly following the NFL playoff schedule, the field will then be narrowed each week as sandwiches go head to head based on public input. A winner will be announced prior to the big game in early February. Only one vote can be submitted per round. Local food fans can log on to Super46.com to help their favorite sandwich take the title.

All sandwiches are made fresh at locally owned and operated restaurants. Some are relatively new to the dining scene while others have been long-established favorites.

“It is an honor to be selected as a Super 46 Sandwich,” said Judge Smith, pit master, Judge’s Tip of the Rib Barbeque. “For nearly 10 years, my family and I have proudly served slow-cooked meats and homemade sides to loyal customers. We look forward to sharing our commitment to regional BBQ traditions and our passion for the Indianapolis community with visitors from around the world.”

The guide identifies the sandwich, restaurant, price point and distance from Lucas Oil Stadium. In addition, different symbols indicate whether a restaurant is 21 and over, has a kids menu, has an Indianapolis International Airport location, sources local ingredients or has been featured on national TV. Five sandwiches have found fame on shows like Diners, Drive-Ins and Dives, Man vs. Food or The Best Thing I Ever Ate.

The limited edition of the Indiana Travel Guide that includes Super 46 Sandwiches information will be distributed to approximately 70 Indianapolis Host Committee Welcome Centers. The Indiana Travel Guide is a comprehensive travel resource with 132 pages of information on attractions, entertainment, special events, recreation, restaurants and lodging options throughout the state. Readers can learn more about activities, including outdoor adventure, family fun, girlfriend getaways, arts & culture and agritourism.

The state did not incur any costs to produce the guide. The Indiana Office of Tourism Development funded the publication through the sale of advertisements.

The following is a full list of Super 46 Sandwiches, featuring restaurant name, sandwich name and city. For more information, log on to Super46.com.

The Barking Dog Café	Buddy's Shrimp Roll	Indianapolis
Boathouse Grill	Fish Submarine	Indianapolis
Boogie Burger	Boogie Monster	Indianapolis
The Bosphorus	Falafel Sandwich	Indianapolis
Bourbon Street Distillery	Triple Decker BLT	Indianapolis
Broad Ripple Brew Pub	Veggie Mushroom Burger	Indianapolis
Bub's Burgers and Ice Cream	The "Settle for Less ugly Elk" Quarter Pound	Carmel
Café Patachou	Broken Yolk Sandwiches	Indianapolis
Carniceria Guanajuato	Torta Milanese	Indianapolis
Creation Café	Southern Style BBQ Sandwich	Indianapolis
Fair Oaks Dairy	Grilled Cheese Sandwich	Fair Oaks
FARMbloomington Restaurant	Lugar Burger	Bloomington
The Friendly Tavern	Hoosier Classic Tenderloin	Zionsville
Gerst Bavarian Haus	Schweinefilet Sandwich	Evansville
Ghyslain Richmond Bistro	Pan Bagnat Nicoise	Richmond
Gnaw Mart	Gnaw Bone Tenderloin	Gnaw Bone
Goose the Market	The Batali	Indianapolis
Harry and Izzy's	St. Elmo Prime Rib Sandwich	Indianapolis
Hinkle's Sandwich Shop	Hamburger	Madison
The Historic Steer-In	Meatball Sub	Indianapolis
Hoaglin To Go & Marketplace	Take You Back PB&J	Indianapolis
Hobnob Corner Restaurant	Pot Roast Sandwich	Nashville

The Local Eatery & Pub	Beef Tongue Cheese Steak	Westfield
Judge's Tip of the Rib Barbecue	Pulled Pork Sandwich	Indianapolis
Marble's Café	Chicken Club	Indianapolis
Mug 'n Bun	Breaded Tenderloin	Indianapolis
Nick's Kitchen	The Original Breaded Pork Tenderloin Sandwich	Huntington
Nickel Plate Bar & Grille	Breaded Tenderloin	Fishers
Northside Kitchenette	The Munchie Supreme	Indianapolis
Opie Taylor's	Tom Crean & Crimson Burger	Bloomington
Original Gyro Joint	Original Gyro	Indianapolis
Papa Roux	Roast Pork Po' Boy	Indianapolis
Plump's Last Shot	Tenderloin	Indianapolis
The Rathskeller	Frikadelle	Indianapolis
Rock Cola 50s Café	Mile High Club Sandwich	Indianapolis
Saigon Restaurant	Banh me Thit Nuong	Indianapolis
Schnitzelbank	Bratwurst	Jasper
Shapiro's Delicatessen	Reuben	Indianapolis
The Streamliner Family Restaurant	Ultimate Grilled Tenderloin	Rochester
Super Tortas estilo Barrio	Super Torta Cubana	Speedway
Taste	Curried Chicken Salad	Indianapolis
Tortas Guicho Dominguez y el Cubanito	Cubana	Indianapolis
Triple XXX	The Duane Purvis All-American	West Lafayette
Upland Brewing Company	Seitan Tenderloin	Bloomington
The Working Man's Friend	Double Cheeseburger	Indianapolis
Zaharakos	The Gom Sandwich	Columbus

Lt. Governor Becky Skillman oversees the Indiana Office of Tourism Development. Amy Vaughan serves as the agency's director.